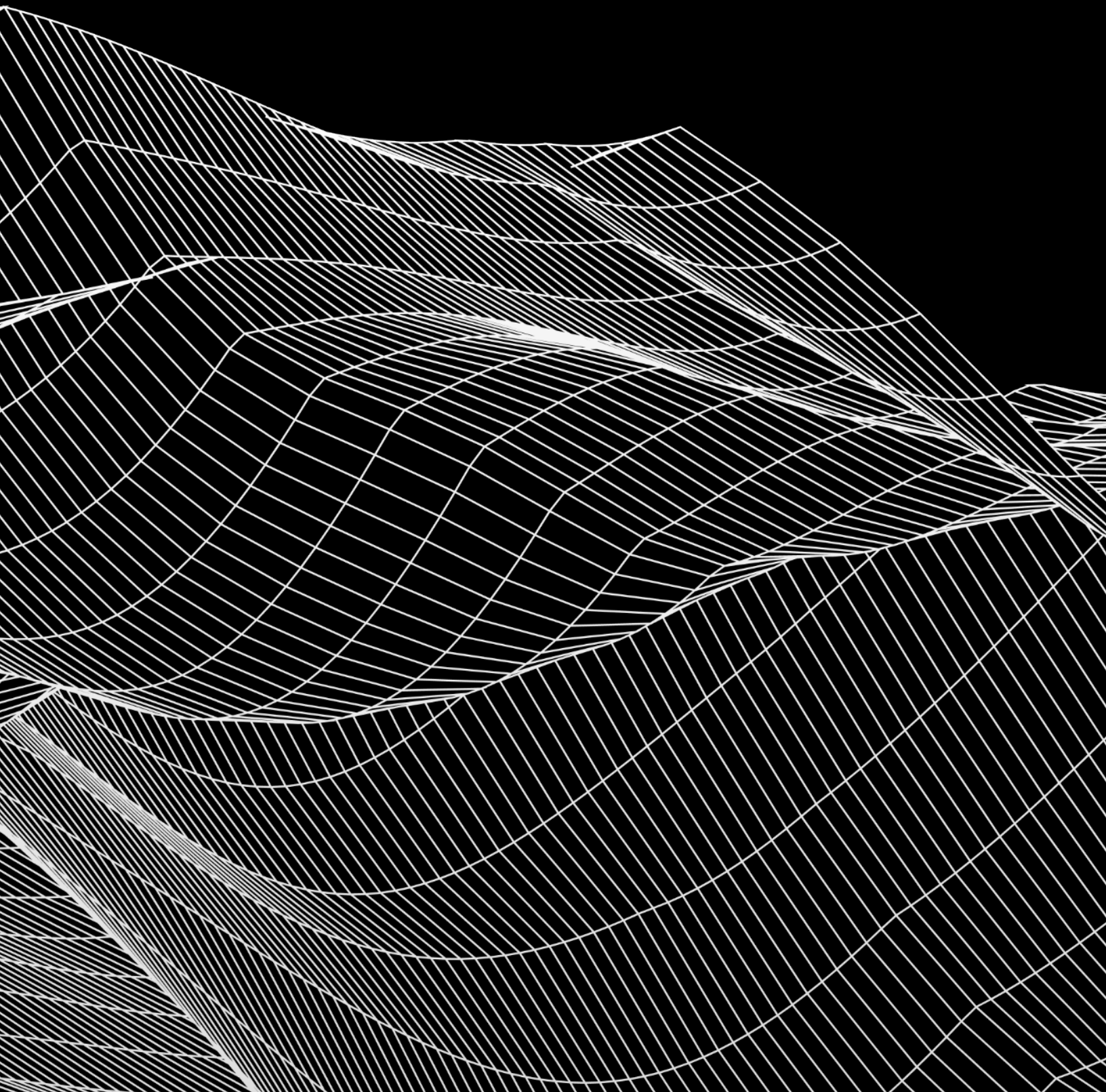


Eigen & Eventbrite





How Eventbrite Kept Its Creators Afloat with Eigen's Support

Summary

Eventbrite (\$EB), a leading player in the live events and ticketing industry, needed to rapidly find new ways to support its customers. Chairman Kevin Hartz tasked Eigen with rolling out an easy way for event creators to be notified of and apply for government and commercial loans to keep them financially afloat. In less than a week, Eigen's tool was adopted by hundreds of thousands of Eventbrite customers.

The Challenge

Eventbrite recently encountered significant challenges in their business model due to an unusually high number of cancellations in live events. This caused financial stress for event creators and put Eventbrite's core business at risk. Eventbrite needed to find a way to help financially support its customers and subsequently maintain its own momentum.

The Solution

Eventbrite asked Eigen to figure out a way to help its creators get financial support at scale. Eigen identified a suite of government and commercial sponsored loans and, leveraging web scraping techniques, created an easy way for the relevant creators to be notified of their availability and apply for them. Working in tandem with a special team from Eventbrite, the web app was rolled out to all creators.

The Impact

In less than 1 week from initiating the engagement, Eigen's loan tool was used by hundreds of thousands of Eventbrite's event creators, helping them get immediate financial relief and building brand equity with Eventbrite.



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Testimonial

"Eigen's expertise and speed allowed us to quickly offer tangible solutions to our community of event creators. They joined our war room and quickly navigated stakeholders in our organization to fix what was the biggest problem at the time.

The web app for streamlining loan applications changed the game for our customers, demonstrating our commitment to supporting them during challenging times. Eigen's approach was not just about providing a technical solution; it was about understanding and addressing the core needs of our users globally. Their agility and insight have been invaluable.

This wasn't surprising - I've been lucky enough to partner with the team repeatedly throughout my companies and projects."

— Kevin Hartz, Co-founder and Chairman of Eventbrite